

## Arkansas Farmers Market Promotion Program Rules and Requirements, 2016



### A. Purpose

The Arkansas Farmers Market Promotion program is a joint project of the Arkansas Agriculture Department and Farm Credit of Arkansas to make grants to Arkansas farmers markets to increase awareness of the markets.

### B. Definitions

1. A Farmers' Market is a location where:
  - a. a farmer may offer for sale the produce of his or her farm at least weekly during the months of May, June, July and August; and
  - b. the consent to act as a vendor is governed by an organizing body; and
  - c. the manner by which business is to be conducted is published by the organizing body in freely obtainable bylaws or market guidelines; and
  - d. on any given market day, at least 50% of the vendors present are farmers.
2. Promotion may be, but is not limited to:
  - a. Signage listing names, seasons and times of operation, and/or location.
  - b. Local advertising including print, radio, television, and social media.

### C. Funding

Funding for the grants is provided by Farm Credit of Arkansas.

Funds may be requested by Arkansas farmers markets for the purpose of promotion as described in B(2)(a) and (b).

The program will provide cost-share assistance for 75%, up to \$400, of promotion expenses for **prior approved** promotions conducted in a calendar year.

Funds awarded must be expended by December 31, 2016.

All promotions paid for with funds acquired through the Arkansas Farmers Market Promotion Program **must** acknowledge Farm Credit of Arkansas and the Arkansas Agriculture Department in or on the promotion.

### D. Application Procedures

Grant applications must be on the application form provided by the Arkansas Agriculture Department. Applications are available at [www.aad.arkansas.gov](http://www.aad.arkansas.gov).

Applications must be signed by the farmers market manager.

Applications must include:

- **A detailed explanation of the proposed use of the funds**
- **An itemized budget identifying other funding sources**
- **A copy of the proposed promotion or signage**

The Arkansas Agriculture Department will accept applications from **February 19, 2016 through April 1, 2016.**

Applications may be submitted electronically to [melissa.lambert@aad.ar.gov](mailto:melissa.lambert@aad.ar.gov) or by mail to:

Arkansas Agriculture Department  
Farmers Market Promotion Program  
1 Natural Resources Drive  
Little Rock, AR 72205

Mailed applications must be **postmarked on or before April 1, 2016.**

Applications will be evaluated by a Farmers Market Promotion Advisory Committee.

#### **E. Expenditure Report**

Award recipients must complete and return the Grant Expenditure Report Form by **December 31, 2016.**